



## **Shmoop Launches PSAT and SAT Test Prep Affordable for All**

*Company Announces Fundraising Program to Support Student Athletics and Activities*

MOUNTAIN VIEW, Calif. (Sept. 1, 2010) – Shmoop ([www.shmoop.com](http://www.shmoop.com)), a publisher of digital resources that make learning fun and relevant for students, today announced the launch of its online PSAT Test Prep service. At \$19 per student, Shmoop is making college test prep affordable for all families. Shmoop is almost certainly the only source for rigorous PSAT preparation that uses examples ranging from Mario Brothers to the history of Coca-Cola to “I am the Walrus.”

Shmoop also announced that it will donate 20 percent of its proceeds to student groups or Parent-Teacher Associations (PTAs) who promote its Online Test Prep services as a group fundraiser. (Student government? Aye! Cheerleading squad? Yay! Chess Club? Check! Swim Team? They’ll get back to you when their heads are above water.)

“It’s tragic to see so many schools forced to scale back extra-curricular activities due to strapped budgets,” said Ellen Siminoff, CEO of Shmoop. “Shmoop wants to help keep student activities alive. Shmoop’s Test Prep is the 21st century bake sale (without carbs) or magazine sale (that’s friendlier to brain cells and trees).”

### **Shmoop Online PSAT Prep, by the numbers:**

- 43 References to Tetris and other old-school video games
- 701 Practice Problems in PSAT Reading, Writing and Math
- 3 full-length timed Practice Exams with interactive scoring
- 47 In-Depth Review Topics
- 10 Shmoop t-shirts awarded to students who rack up the most Shmooints by successfully completing Drills and Practice Exams
- Now available online at a revolutionary price that all families can afford:  
<http://www.shmoop.com/psat/>

### **The Deets on the Shmoop Student Club Fundraiser:**

- Shmoop will provide each organization that signs up a unique promotion code
- Each time that promotion code is used while purchasing Shmoop Test Prep services, Shmoop will credit that student organization for the sale
- For every \$400 increment of sales credited to a student organization, Shmoop will write an \$80 check to the organization
- More info at:  
<http://www.shmoop.com/fundraiser/>

MORE

**About Shmoop**

Shmoop publishes digital resources that make learning fun and relevant for students. Shmoop content is written by master teachers and Ph.D. students from Stanford, Harvard, UC Berkeley, and other top universities. Shmoop Learning Guides and Teacher’s Editions balance a fun, approachable style with academically rigorous materials to help students understand how subjects relate to their daily lives. Shmoop offers more than 3,000 titles across the Web, iPhone, Android devices, Kindle, Nook, and Sony Reader. The company was an Official Honoree in the 2010 and 2009 Webby Awards, was named one of the best educational products of 2010 by the Association of Educational Publishers, and was named “Best of the Internet” by PC Magazine. Launched in 2008, Shmoop is headquartered in a Labradoodle-patrolled office in Mountain View, Calif. For more information, visit [www.shmoop.com](http://www.shmoop.com).

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